

CHANGING THE NATURE OF PLASTICS

PLANTIC™ Case Study



<https://www.neatmeat.com/>

Executive Summary

It is a goal of Neat Meat that all products be delivered in the most convenient, efficient and sustainable way.

"It's what the customer is demanding and it's the right thing to do but it's the only way to pay proper respect to the work already put in by the farmers."

Quick Facts

- Each tray contains 100% Post Consumer Recyclate (PCR) PET
- No New Plastic Materials Used in the Manufacturing Process
- Retailer Adoption with XX % increased Sales
- 2 X Shelf Life Performance
- ARL Approved Fully Recyclable
- Crystal Clear View of Product
- PIDA Sustainable Packaging Silver Award



Challenges

- Neat Meat wanted to differentiate themselves and their products in a highly competitive, crowded market.
- Customer's were asking/demanding for a more sustainable recyclable package.
- Neat Meat wanted to reduce the amount of plastic the company was producing which was being directed to landfill.

Solution

Plantic™ RV and Plantic™ R+ were chosen by Neat Meat for use on there VSP and MAP packaging, both Plantic products delivering superior oxygen barrier performance in conjunction with a crystal clear pack visualization.

By choosing both Plantic packaging option's Neat Meat were then able to obtain the new Australasian Recycle Logo (ARL) which is now proudly on display to inform end use consumer that this product they have just purchased can be fully recycled.

Results

Plantic™ RV and Plantic™ R+ was introduced into Neat Meat in 2017 with immediate results in extension of shelf life, increased sales to retail customers, a clear visual pack which allows consumers to visually see product at time of purchase and to market the "Worlds first high barrier recyclable tray" which carries the newly introduced Australasian recycle logo (ARL).

